

Blind Spot

- 1) The title of the reviewed film is Blind Spot. It was released in 2008 under the direction of Adolfo Doring.
- 2) The film explores American dependence on petroleum, and introduces and discusses the concept of "peak oil." The interviewees make the case that global dependence on petroleum based products will cripple human civilization as we have come know it. They warn of the consequences of such dependence and suggest what life may be like after peak oil production occurs. The film weaves these interviews together to make the argument that the American people and its government, and the Westernized world in general need to reduce the amount of petroleum needed to sustain in everyday life.
- 3) Adolfo Doring interviews several people in the film. The subjects are primarily from a higher level education background. He makes his point by interweaving pieces of these interviews in such a way as to establish the classic 3 act structure of exposition, rising action, and resolution.

Jevon's Paradox

- 5) This film was strongest in its delivery of the concept of peak oil. This was not a term I was familiar with before watching Blind Spot. The way this was delivered drew me into the subject matter and inspired me to investigate this area of climate change more fully.
- 7) Blind Spot addresses a fairly specific audience. Given that the film's focus is primarily on the consumption habits of the US, it stands to reason that Adolfo Doring is focusing this media on Americans. The lack of concrete scientific reference suggests that the audience is perhaps educated, but not well versed in the arena of sustainability.
- 8) This film does a great job of introducing the concept of peak oil and addressing why we should focus our efforts on Western dependence on petroleum. Blind Spot could have portrayed this idea more completely and effectively though. Perhaps the most obvious change to be made would be the inclusion of a more diverse group of interviewees. The people presented in the film were predominantly older white males with backgrounds concentrated between education and environmental sciences. As such the material in the film is biased toward the interests of these individuals, including a heavy discussion of the economic factors involved in the consumption of petroleum. Additionally, more time could have been spent focusing on realistic solutions. The